

CHANCE SHOTS

By the Ad Man.

A HEALTHY GROWTH.

Such is the term used in newspaper circulation departments to indicate that the paper is adding to its subscription list a fair average of bona-fide names.

Remarkable as it may seem, it is nevertheless a fact that the Morning Astorian has not lost ten subscribers since the present advertising and circulation manager took hold, while one of our solicitors has alone placed 67 names on our books in the short time of eleven days, finishing Thursday. These efforts are to be continued, yes doubled and trebled, as our plans are being perfected.

Advertisers, too, are showing their appreciation of the value of the advertising columns by continued and increasing support. The aim of the publisher has always been to give value for money received and to accomplish this end, we have bent every effort to prove to advertisers the value of judicious publicity, while no pains have been spared to make the Morning Astorian a result producing medium.

HEAR JED SCARBORO

in April "Profitable Advertising." "The horse that follows is not the winner. He may be a good horse but he has got to eat the dust of defeat. On the race track of business the imitator often meets with a similar fate."

CELEBRATE WITH VIM.

The Nation's Day of Independence. Everybody, young and old, looks forward to a holiday with a sense of great pleasure, some even with a sense of relief, because of the possibility of casting aside the burden of labor for a day and enjoying the recreation of freedom. The Fourth, after all, is destined to open for Astorians and its near by neighbors with the bursting of cannon and the joyous pealing forth of bells. Trumpets will sound forth their buoyant call, and the music of brass instruments and drums will lead the marchers to the scene of ceremonial festivities.

Nor have merchants neglected their opportunities to present to visitors an unusual spirit of appreciation of the day. Store fronts and windows have been decorated for several days in commemoration of the Glorious Fourth. Even the advertisements of some of the storekeepers contain the spirit of the National holiday.

Thus nearly everyone who could, has contributed his mite to make the day, not only, one of festivity, but of unusual advertising value for local enterprise.

THE DAY OVER.

Why Not Another Day?

It is more than proven that, having been stirred up to enthusiastic endeavor our people are ready and willing to co-operate. While the Fourth of July offers exceptional advantages to advertise our enterprise among our near by neighbors, the REGATTA, it should not be forgotten, would have benefited us throughout the nation's expansive territory.

Why not make an endeavor to carry it to success, yet? Efforts made to organize a committee this week, would result in the selection of a man competent, to promote the enterprise. There are men, who can push it on to victory with the co-operation of the merchants, the packers, and the mill-men. National advertising is the theme among all growing communities. Money is being spent in national magazines,



OUR FIRE CRACKER

stock is here—on display in the window and on the counters—and complete—not only crackers but rockets, bombs, candles, flags—all the many different combinations for producing noise during the day and brilliancy and display at night—and for the store and house, inside and out, decorations of all kinds.

J. N. GRIFFIN

etc., by cities like Dallas, Texas and others. We have an opportunity greater than all these, by taking advantage of the Lewis and Clark fair and making a show which will draw many thousands from Portland to visit the Regatta.

It will require judicious advertising, less of local than of foreign character. It will require a program which will indeed be a souvenir and incidentally net \$2,500—it will take work and quickly at that, while it will require executive ability to house and feed our guests. Strange as it may seem, there have already been offered suggestions of how to house and feed 10,000 people a day for a week. The plans look feasible, too. This year's regatta should leave a net profit of \$5,000 to \$10,000, if promoted quickly and effectively. Let us at this moment of an approaching successful Fourth of July celebration, think, of the great advantages accruing from a regatta, held this year, of all years.

A TRIAL AD.

This is the sort of an advertisement which an advertiser will occasionally give the ad-man. If he finds that the advertiser's intention is to seek results, these trial ads are encouraged on, the condition that good copy is furnished. The pulling power of an ad is the copy. If it appears in a paper of merit. Yet there is but one safe trial of advertising in any publication and that is the methodical preparation of an advertising campaign. Start out with a set plan of using a certain sum of money within one year; select the media which you desire to use, get their terms and then use the space to the best advantage.

Do not plunge. Rather use a limited space to begin with, hammer away persistently, and if desirable, insert a large ad occasionally to lend weight to your other announcements. By all means see that you use good copy and change text frequently.

The up to date publisher will co-operate with you and results are bound to come.

COMPETITION

Is The Life Of Trade.

Andrew Carnegie has said: "The best friends I have ever had in the world were my competitors in business. You only hate those you do not know."

It would feel strange to find absolute harmony in a City's merchantdom, yet such an agreeable circumstance would lead to an unusual effort on their part towards the upbuilding of their respective communities. In large cities the daily press may differ upon certain political and other questions, while their respective business managers who are always men commanding respect, assist each other in the mechanical departments of their publications, wherever the occasion for such reciprocity occurs.

BIG ADVERTISERS.

In the May number of "Profitable Advertising," published in Boston, it is stated that, The Cochran Agency of Chicago, is handling the accounts of sixteen large concerns, and with the exception of but one, the agency developed each advertiser.

Out of these sixteen accounts there are seven firms that are each spending about \$300,000 annually, namely: B. Kuppenheimer & Co., Chicago, clothing; Indianapolis Brewing Company Dusseldorf beer; The Atterbury System, New York, clothing; Miller, Bryant, Pierce, Aurora, carbon paper Biederman Coffee Company, Chicago, coffee and spices; L. Strauss & Co., Indianapolis, mail-order clothing; Spiegel Furniture Company, Chicago, National furniture advertisers.

It is reported that Kuppenheimer & Co.'s sales have greatly increased since Mr. Cochran took charge of the advertising. The copy that ran in thirty-three of America's largest dailies and in many of the magazines tells the story, and shows the "reason why" of the increase.

PACIFIC COAST AD MEN

Will Meet in Portland July 11 and 12th.

The Pacific Coast Advertising Men's Association will assemble in convention in the Rose City on July 11th. Representative advertising men and business managers from all parts of the Union will be present. The program includes a trip to the Dalles, etc., etc. Here is an opportunity to invite to this city men who have every opportunity to widely advertise our community. The men should be invited here, a salmon dinner provided for them and they should be shown every courtesy possible. They are men drawing high salaries,

wherever they are, and any money spent on them, will bring its own reward. The ad-man would be glad to hear that the Chamber of Commerce will consider the proposition favorably. The railroad officials can probably be persuaded to furnish transportation.

ABOUT WINDOWS.

Every national holiday gives the up-to-date merchant exceptional opportunities to produce good window effects. Some of the local retailers have taken advantage of Independence Day to dress their windows in the very best that brain and attention to detail could produce.

The sea-faring man will certainly be attracted by the clever effect at Ford & Stokes'. The large window lends itself admirably to the marine scene. The vessels, approaching the fort are good, but to make sure that the design should be nearly perfect, blue-stone has been cleverly distributed on the floor of the window, to indicate the water. Flags and bunting set off the ceiling appropriately.

J. N. Griffin has two windows, both of which are effective. The west window containing the fireworks is unusually so.

Peterson & Brown, as usual on special occasions have made every effort to bring their shoe windows up to the standard.

Peterson & Brown, as usual on special their smaller windows suitably. The young lady who does their window dressing deserves credit for her work, handicapped as she is until the Bee Hive moves to their new building.

THERE ARE OTHERS.

P. A. Stokes always does well with his windows. It is hardly necessary to add that for the occasion the clothing window is good. The price-tickets are excellent. In fact the whole window shows the independent spirit of the first-class merchant. "Crucker Jack" works well in the show cards.

S. Danziger & Co., embodies the red white and blue advantageously in the stars, while the bunting is a departure from the set way of using flags. Here, too, the window tells its own story of the Fourth.

C. H. Cooper's window makes one wish that holidays came more frequently, for whenever there is a holiday they have a pretty good window.

Remarkable as it may seem, the ad-man finds the goddess of liberty represented in the window of a store which never before, since he has been in the city, has produced good window effects. The A. Dunbar Co., has spread itself for once.

In Morse's Department store windows, Herman Wise's and Wherry, Ralston & Co.'s windows, flags and festoons give evidence of the approach of the happy day. It is well that a few merchants find it worth while to make such efforts, and it is safe to assume that their number will increase, as future occasions arise. The spirit is there and is catching.

Largest Cargo of Corn.

Chicago, July 1.—The largest cargo of corn carried out of Chicago in the last ten years, or it is believed, carried on Lake Michigan, will be placed in the hold of the Midland King, a Canadian boat which has sailed for the North. It is said that the boat carried 218,200 bushels of the cereal. The weight of the big cargo caused the boat to draw 18 feet 11 inches of water. The cargo was shipped North for Canadian consumption.

Dying of Famine.

is in its torments, like dying of consumption. The progress of consumption from the beginning to the very end, is a long torture, both to victim and friends. "When I had consumption in its first stage," writes Wm. Myers, of Cearfoss, Md., "after trying different medicines and a good doctor in vain. I at last took Dr. King's New Discovery which quickly and perfectly cured me." Prompt relief and sure cure for coughs, colds, sore throat, bronchitis, etc. Positively prevents pneumonia. Guaranteed at Chas. Rogers drug store, price 50c and \$1.00 a bottle. Trial bottles free.

Resourceful.

Western paper tells of a confused clerk who, asked by a young lady for a certain number of yards of muslin, looked at the cloth for a minute, meanwhile fumbling for the end. Finally he said disgustedly, "Dick must have sold both ends of this: yes, I'm sure and thus made sold the quantity he did." And with that he pushed his shears across the piece, and from the desired.

Sunday Excursion to North Beach.

The Ilwaco Railway and Navigation Company are selling round trip tickets every Sunday from Astoria to all points on Long Beach, including Nahcotta, at a rate of one dollar for the round trip.

QUICK RETURN COLUMNS.

Situations Wanted Advertisements Inserted Twice Without Charge.

BUSINESS DIRECTORY

FURNITURE.

ROBINSON & HILDEBRAND

Goodman Bldg. 538 Commercial St.

FURNITURE, Carpets, Bedding, Stoves, Mattings, Window Shades, LINOLEUM, Etc.

BILLIARD HALLS.

Occident Hotel Bar & Billiard Hall.

Tables New and Everything First Class.

Finest brands of Liquors and Cigars

ELECTRICIANS

Reliance - Electrical - Works

Makes estimates and executes orders for all kinds of electrical installing and repairing. Supplies in Stock. We sell the celebrated SHELBY LAMP. H. W. Cyrus, Manager.

428 BOND ST. PHONE 1161

MEAT MARKETS.

FRESH AND CURED MEATS

—Wholesale and Retail—

Ships, Logging Camps and Mills Supplied on Short Notice.

Live Stock Bought and Sold.

WASHINGTON MARKET

CHRISTENSEN & CO.

Central Meat Market

G. W. Morton & Jno. Fuhrman, Prop's.

CHOICEST FRESH AND SALT MEATS—PROMPT DELIVERY.

542 Commercial St. Phone Main 321

RESTAURANTS.

FIRST-CLASS MEAL

for 15c; nice cake, coffee, pie, or doughnuts, 5c, at U. S. Restaurant.

434 Bond St.

BEST 15 CENT MEAL.

You can always find the best 15-cent meal in the city at the Rising Sun Restaurant.

612 Commercial St.

LAUNDRIES.

The Troy Laundry

The only white labor laundry in the city. Does the best work at reasonable prices and is in every way worthy of your patronage.

10th and DUANE Sts., Phone 1991.

SCOWBAY IRON AND BRASS WORKS.

Manufacturers of Iron, Steel, Brass and Bronze Castings. General Foundrymen and Patternmakers. Absolutely first-class work. Lowest prices.

'Phone 2451. 18th and Franklin

Fireworks!

Fireworks!

Fireworks!

Yokohama Bazar

620 Commercial Street, Astoria

BROKERAGE.

C. J. TRENCHARD

Real Estate, Insurance, Commission and Shipping. CUSTOM HOUSE BROKER. Office 133 Ninth Street, Next to Justice Office. ASTORIA, OREGON.

HOTELS.

HOTEL PORTLAND

PORTLAND, ORE.

Finest Hotel in the Northwest.

BLACKSMITHS.

ANDREW - ASP, Blacksmith.

Having installed a Rubber Tiring Machine of the latest pattern I am prepared to do all kinds of work at reasonable prices.

12th and Duane Sts.

WOOD YARDS.

WOOD! WOOD! WOOD!

Cord wood, mill wood, box wood, any kind of wood at lowest prices. Kelly, the transfer man. 'Phone 2211 Black, Barn on Twelfth, opposite opera house.

PROFESSIONAL CARDS.

PHYSICIANS.

JAY TUTTLE, M. D.

PHYSICIAN AND SURGEON. Acting Assistant Surgeon U. S. Marine Hospital Service. Office hours: 10 to 12 a.m. 1 to 4:30 p.m. 477 Commercial Street, 2nd Floor.

OSTEOPATHISTS.

Dr. Rhoda C. Hicks. Dr. J. E. Snyder. OSTEOPATHS.

Office Mansell Bld. Phone Black 2045

673 Commercial St., Astoria, Ore.

DENTISTS.

DR. T. L. BALL,

DENTIST.

524 Commercial St. Astoria, Oregon.

DR. VAUGHAN,

DENTIST

Fythin Building, Astoria, Oregon.

Dr. W. C. LOGAN

DENTIST

578 Commercial St., Shanahan Building

BUSINESS COLLEGES.

Behnke-Walker Business College.

Stearns Building, Portland, Oregon.

Our Graduates are All Employed.

We placed 25 pupils in lucrative positions during the month of May.

SEND FOR CATALOGUE.

BIG REDUCTION SALE

During this month only we offer some excellent bargains in Ladies' and Children's

Trimmed Hats

Special duck and sailor hats 25c and 10c

Hair Switches and Pompadours. Come and see the nice assortment and save money.